



Station Order

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

11953

Contact: Dianne Downey

Phone: 801-975-4444

Email: dianne.downey@abc4.com

Fax: 801-975-4555

Direct:

KTVX-TV

				Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep	Sep	Sep	Sep	Sep	Sep	Sep	
Program Name	DP	Length	Gross Rate	17	18	19	20	21	22	23	
KTVX 6a News	EM	M-F	\$50.00	1	1	1	1	1			5
6:00 AM 6:30 AM		30	\$250.00								
KTVX 6:30a News	EM	M-F	\$95.00	1		1		1			3
6:30 AM 7:00 AM		30	\$285.00								
Good Morn America	EM	M-F	\$130.00		1	1	1	1			4
7:00 AM 9:00 AM		30	\$520.00								
The Doctors	DT	M-F	\$125.00	1							1
9:00 AM 10:00 AM		30	\$125.00								
The View	DT	M-F	\$150.00		1						1
11:00 AM 12:00 PM		30	\$150.00								
Anderson Cooper	DT	M-F	\$100.00				1				1
2:00 PM 3:00 PM		30	\$100.00								
Ellen	EF	M-F	\$250.00	1	1	1		1			4
3:00 PM 4:00 PM		30	\$1,000.00								
KTVX 4p News	EN	M-F	\$165.00	1	1	1	1	1			5
4:00 PM 4:30 PM		30	\$825.00								
KTVX 4:30p News	EN	M-F	\$165.00	1	1	1	1	1			5
4:30 PM 5:00 PM		30	\$825.00								
KTVX 5p News	EN	M-F	\$165.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30	\$825.00								
KTVX 6p News	EN	M-F	\$200.00	1	1	1	1	1			5
6:00 PM 6:30 PM		30	\$1,000.00								
ABC Special	PT	Su	\$2,500.00							1	1
7:00 PM 10:00 PM		30	\$2,500.00								
09/23:64th Annual Emmy Awards											

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/12/2012 9:23:08 AM

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suzannel@mediastrategies.com



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Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
KTVX 10p News 10:00 PM 10:35 PM	LN	M-F	30	\$400.00 \$2,000.00	1	1	1	1	1			5
Saturday 10p News 10:00 PM 10:30 PM	LN	Sa	30	\$325.00 \$325.00						1		1
Nightline 10:35 PM 11:05 PM	LF	M-F	30	\$200.00 \$400.00				1				2
Station Gross Totals					10	9	9	9	9	1	1	48

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